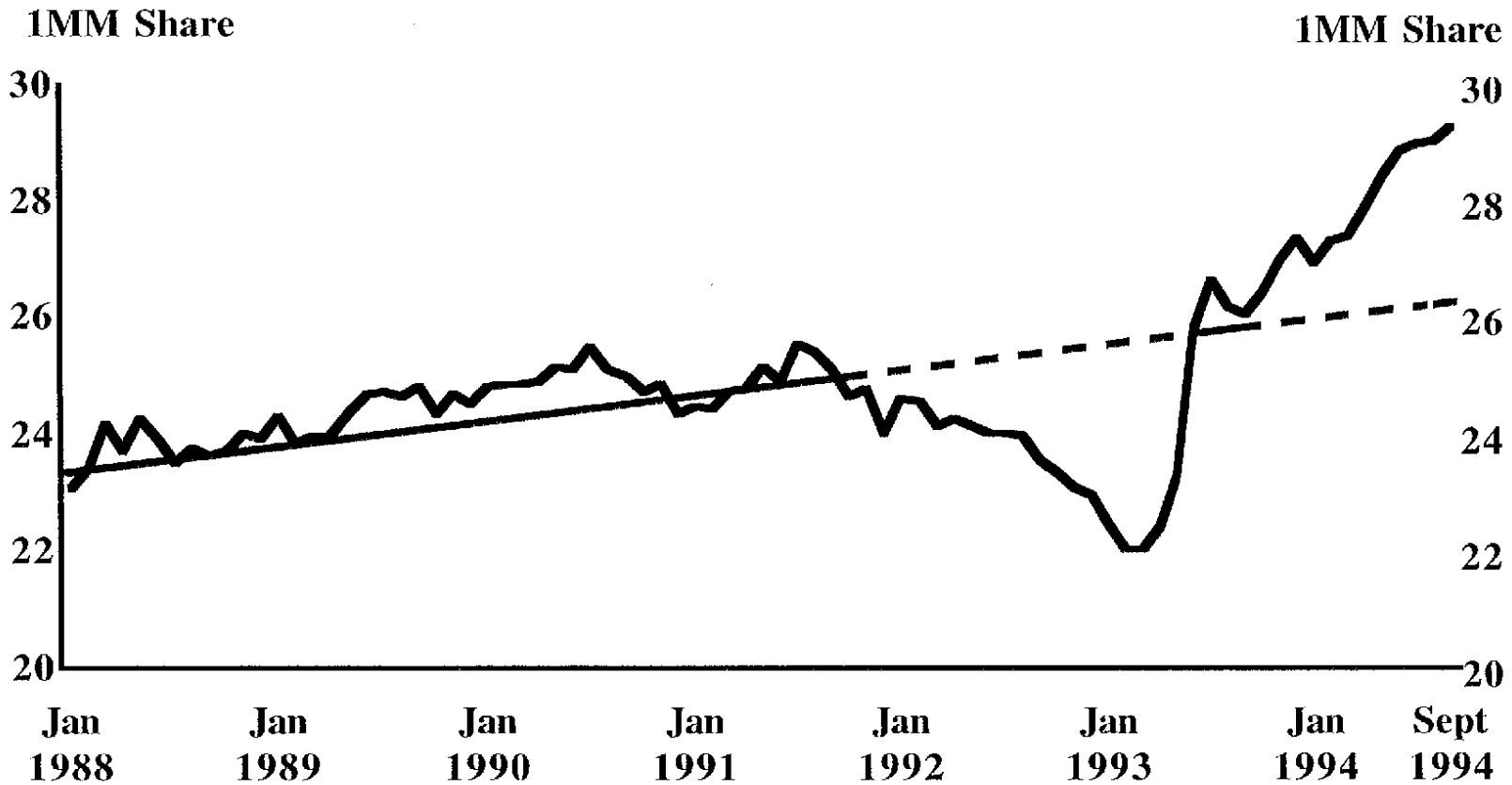
Marlboro's Share Has Returned to and Built Upon Its Long-Term Growth Trend.



Source: Nielsen Expanded & Integrated Panels

Source: https://www.industrydocuments.ucsf.edu/docs/smfj0004